



About Bermuda
Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. Accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. For more information, visit www.bermudatourism.com.

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Contacts:

Terence Gallagher / Michelle Horn

Lou Hammond & Associates

Tel: (212) 308-8880; Fax: (212) 891-0200

E-mail: terryg@lhammond.com / michelleh@lhammond.com

Jacalyn Lee

The Knot Inc.

Tel: (212) 515-3505

E-mail: jacalyn@theknot.com

SAY I DO IN PARADISE:
BERMUDA TOURISM PARTNERS WITH THE KNOT TO LAUNCH DESTINATION WEDDING
CONTEST

NEW YORK, April 21, 2010 – Couples heading for the altar will have an over-the-top opportunity to experience Bermuda's famed pink sands as the Bermuda Department of Tourism, and The Knot (www.theknot.com), the leading wedding resource, announce a co-branded partnership to launch the "Bermuda's Perfect 10" contest, a national destination weddings challenge.

Winning brides and grooms will receive their choice of one of ten themed six-day, five-night, dream wedding getaways, specifically tailored to Bermuda's signature offerings, with titles including Exotic Cave, Eco-Chic, Magical Sunset, Waves of Love, Moongate, Sunset and Pink Sand, Waterfront, Harbourfront, Nostalgic Bermuda and Linked For Life. Contest winners may also choose eight guests to accompany them to Bermuda's fabled sunny isles. Additionally, winners will have their choice to stay at one of ten participating resorts, and, in keeping with the theme, all 10 contest winning couples will say 'I do' in Bermuda on October 10, 2010, also known as 10/10/10. Participating resorts, who will be prominently featured in the promotion as they have offered accommodations, include 9 Beaches, Cambridge Beaches Resort & Spa, Coco Reef Resort, Elbow Beach Bermuda, The Fairmont Hamilton Princess, The Fairmont Southampton, Grotto Bay Beach & Tennis Club, Newstead Belmont Hills Golf Resort & Spa, The Reefs and Tucker's Point Hotel & Spa.

"We are very excited to expand our profile in the destination weddings market," said William Griffith, Director of Tourism for Bermuda. "Bermuda's partnership with The Knot, and our continued alliance with participating airline sponsor JetBlue Airways, will strengthen our positioning in not only the weddings and honeymoon market, but also as we compete globally as a leading tourism destination. By partnering with these two outstanding organizations, we have a great opportunity to reach a large audience in a variety of key markets. Jetblue Airways, in particular, has stepped up in a huge way to offer a free flight for the contestants"

Couples and their guests will travel to Bermuda via a private JetBlue Airways charter flight. As part of the partnership, Bermuda and The Knot will publish a multi-page print media advertorial in *The Knot* magazine, highlighting Bermuda's many wedding experiences; publicize the contest on the top two wedding planning websites TheKnot.com and WeddingChannel.com; and utilize social media outlets, including Facebook and Twitter to provide user generated content to showcase the Bermuda experience.

"According to The Knot Market Intelligence: 2009 Destination Weddings Survey, 40 percent of destination weddings take place outside of the United States," said Shri Lidharrie, global travel director at The Knot Inc. "The Knot is committed to expanding on strong partnership opportunities, and with Bermuda being such an appealing locale for destination-bound engaged couples, it was only natural for us to partner with the Bermuda Department of Tourism on the 'Bermuda's Perfect 10' contest."

The "Bermuda's Perfect 10" contest will play a significant role in the Bermuda Department of Tourism's 2010 business and marketing strategy to maintain a strong presence in the destination weddings and honeymoon market. Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. For more information on Bermuda vacations, visit www.bermudatourism.com.

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Contacts: Terence Gallagher / Susannah Gregory
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / susannahg@lhammond.com

PASSPORT NOW REQUIRED FOR CANADIANS TRAVELLING TO BERMUDA

NEW YORK, May 3, 2010 – Effective May 1, 2010, Bermuda's Department of Immigration is requiring Canadian citizens to present a passport when entering Bermuda. Historically, Canadians were the only nationals permitted to enter Bermuda by presenting a long-form birth certificate with valid photo identification as proof of their citizenship in lieu of a valid passport. However, in order to standardize the process, the Bermuda Department of Immigration is requiring all Canadian air travellers to present a valid passport.

"Canada is an ever-important tourism market for Bermuda, and we don't anticipate this change to cause a noticeable impact on Canadians traveling to the destination," said William Griffith, Director of Tourism for Bermuda. "Reports indicate nearly 100 percent of all Canadians that visited Bermuda over the past year have entered using a valid passport and with WestJet's new daily non-stop service from Toronto Pearson International Airport providing additional options to visit, we feel confident that Bermuda will continue to be a popular destination for Canadians.

For more information on travel to Bermuda, visit www.bermudatourism.com.

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Bermuda's Perfect 10 Contest/2

JetBlue Airways, in particular, has stepped up in a huge way to offer a free flight for the contestants and their wedding guests."

To apply, contestants must log onto (<http://global.theknot.com/contests/bermuda-destination-wedding>), and submit 10 reasons why they want to get married in Bermuda on 10/10/10.

Couples must also choose which wedding theme they'd like to win and upload at least one photo. The top three favorites from each wedding theme will become finalists. Submissions must be received no later than 11:59p.m. (EST) on May 23, 2010. Voting for finalists is open to visitors of TheKnot.com from June 1-15, 2010. Grand prize winners will be revealed on June 17, 2010. Participating resorts include 9 Beaches, Cambridge Beaches Resort & Spa, Coco Reef Resort, Elbow Beach Bermuda, The Fairmont Hamilton Princess, The Fairmont Southampton, Grotto Bay Beach & Tennis Club, Newstead Belmont Hills Golf Resort & Spa, The Reefs and Tucker's Point Hotel & Spa.

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"With a short two hour flight time, Bermuda is a popular vacation getaway for our customers, and we are pleased to partner with the tourism board and The Knot for this once-in-a-lifetime giveaway," said Fiona Morrisson, director of brand management and advertising. "JetBlue offers convenient nonstop daily service from our hometown, New York, as well as Boston, where we are the #1 airline, but this special flight will be a private and unforgettable 'Something Blue' Experience. We look forward to welcoming the winning couples and their guests onboard!"

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Terence Gallagher / Michelle Horn

Lou Hammond & Associates

Tel: (212) 308-8880; Fax: (212) 891-0200

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Jacalyn Lee

The Knot Inc.

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E-mail: jacalyn@theknot.com

**BERMUDA'S PERFECT 10:
BERMUDA LAUNCHES CONTEST GIVEAWAY FOR 10 COUPLES TO WIN 10 DESTINATION
WEDDINGS ON 10/10/10 IN PARTNERSHIP WITH THE KNOT AND JETBLUE AIRWAYS**

NEW YORK, May 12, 2010 – Engaged couples hoping for a destination style wedding have an over-the-top opportunity to experience Bermuda's famed pink sands as part of "Bermuda's Perfect 10" contest, a national destination weddings challenge. The contest is sponsored by the Bermuda Department of Tourism and The Knot (www.theknot.com), the leading wedding resource, with partners including JetBlue Airways, which will provide a private charter flight for the winning couples to the island.

Grand prize winning brides and grooms will receive their choice of one of ten themed six-day, five-night, dream wedding getaways, specifically tailored to Bermuda's signature offerings, with titles including Exotic Cave, Eco-Chic, Magical Sunset, Waves of Love, Moongate, Sunset and Pink Sand, Waterfront, Harbourfront, Nostalgic Bermuda and Linked For Life. Winners may also choose eight guests to accompany them to Bermuda's fabled sunny isles and stay at one of ten participating resorts. Value carrier JetBlue Airways, will operate a complimentary, roundtrip charter flight to Bermuda for the winning couples and their guests. Plus, in keeping with the theme, all 10 contest winning couples will say 'I do' in Bermuda on October 10, 2010, also known as 10/10/10.

"We are very excited to expand our profile in the destination weddings market," said William Griffith, Director of Tourism for Bermuda. "Bermuda's partnership with The Knot, and our continued alliance with participating airline sponsor JetBlue Airways, will strengthen our positioning not only in the weddings and honeymoon market, but also as we compete globally as a leading tourism destination. By partnering with these two outstanding organizations, we have a great opportunity to reach a large audience in a variety of key markets."

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Bermuda's Perfect 10 Contest/3

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About JetBlue Airways

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier also ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the fifth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 61 cities with 600 daily flights. New service to Ronald Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT starts in November. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

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Contacts: Terence Gallagher / Gina Stouffer
Lou Hammond & Associates
Tel: (212) 308-8880 / (561) 655-3836
E-mail: terryg@lhammond.com / ginag@lhammond.com

GOLFWEED MAGAZINE NAMES THREE BERMUDA COURSES AMONG WORLD'S BEST

NEW YORK, May 26, 2010 – *Golfweek* magazine recently awarded top honors to three Bermuda courses in its "2010 Best 50 Best Courses of the Caribbean & Mexico" listing, reports The Bermuda Department of Tourism. Port Royal Golf Club, a Robert Trent Jones design and home to the PGA Grand Slam Championship, and Tucker's Point Club, a dramatically re-designed championship golf course crafted by Roger Rulewich – former senior designer for Robert Trent Jones – were lauded among the region's finest. Bermuda's famous Mid Ocean Club at Tucker's Town, featuring a 1921 design by Charles Blair Macdonald and Seth Raynor, retained its second place ranking from 2009.

"We are pleased to continue to receive great recognition for our high caliber of golf," states Dr. the Hon. Ewart F. Brown, JP, MP, Premier and Minister of Tourism and Transport for Bermuda. "This is a testament to our partners' continued commitment to providing exceptional golf experiences to travelers from across the globe."

Port Royal Golf Club, combining undulating terrain, lush greenery and dramatic ocean side cliffs, is open to the public and boasts one of the most difficult and beautiful par 3s in the world. The course recently experienced a \$15+ million renovation and will once again host the PGA Grand Slam Championship, October 18-20, 2010. Tucker's Point Golf Club boasts dramatic views as well as re-contoured fairways and bunkers and can be played by guests of Tucker's Point Hotel & Spa, which opened last year. The Mid Ocean Club is a private club with a championship 18-hole golf course, guest rooms, full-service clubhouse, tennis courts and beaches. The 71 par course emphasizes the long game with six par 4s over 400 yards.

Golfweek magazine's ratings were determined by a group of 550 panelists who travel across the world rating golf courses. Criteria ranged from natural setting and overall land plan to variety and memorability of each hole and quality of conditioning.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges. For more information, please visit www.bermudatourism.com or call your local travel specialist.

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Contacts: Terence Gallagher / Susannah Gregory
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / susannahg@lhammond.com

BERMUDA DEPARTMENT OF TOURISM'S 2010 MARKETING STRATEGY UNDERScores PROXIMITY, PINK SAND IN TWO HOURS OR LESS

NEW YORK, June 1, 2010 – The Bermuda Department of Tourism is emphasizing its close proximity along with its pink sand and beauty as part of its summer marketing strategy in North America. The strategy underscores one of the destination's key selling points -- attainable paradise in two hours or less from many major East Coast cities, including Boston, Philadelphia, New York/New Jersey and Baltimore.

"The proximity message is key to our strategy in driving visitation to Bermuda this summer," said William Griffith, Director of Tourism for Bermuda. "We're optimistic heading into June as most of our hotels are reporting near sellout through the end of July. New flight service, including the recent launch of WestJet's non-stop flights from Toronto, will help boost tourism to Bermuda from the Canadian market, while the seasonal USA3000 non-stop flights from Baltimore will help our visitation from the Baltimore and mid-Atlantic region."

The current Bermuda-branded creative advertising pieces utilized in the campaign were developed to increase awareness and drive immediate bookings from regional markets along the East Coast of the United States. They tout "Bermuda in 2 Hours or Less" with the recognizable pink Bermuda shorts icon and a picturesque image of a serene Bermudian beach. This creative includes eye-catching billboards across high volume locations throughout Boston, New York, New Jersey and Philadelphia, and will be in place through the end of October 2010 to increase awareness of Bermuda during peak season. The Bermuda Department of Tourism has also purchased bus kings, wallpaper-like ads that run half the length of the vehicle, on 75 commuter and inter-city buses in Manhattan.

In an effort to increase marketing efforts to top market consumers, The Bermuda Department of Tourism's 2010 summer media plan is supported by regional television spots, as well as regional and national newspaper and magazine ads. BDOT has also partnered with CBS Radio on a three-part ambassador program in New York City, Philadelphia and Washington, D.C., launching on June 7. The goal of the promotion is to drive immediate peak season bookings to Bermuda by immersing top radio talent in the destination while also highlighting the colorful personalities of Bermuda locals and business owners.

Phase I of the CBS Radio partnership will build buzz and excitement via on-air promotions for each ambassador's upcoming trip to Bermuda. Notable personalities such as Boomer Esiason from WFAN Sports Radio and Dan Taylor from WCBS-FM in New York, Cadillac Jack from 98.1 WOGL and 1210AM's "Big Talker" Dom Giordano in Philadelphia will join DC-based radio talents Gregg Daniels representing 94.7 Fresh FM and Brian Mitchell from 106.7 The Fan to report on their Bermudian adventures for regional listeners. This second phase of the promotion will feature a series of vignettes highlighting each radio personality's trip with a call to action for listeners to book their own travel. In addition, local Bermudians will be interviewed in segments called "Meet the Bermudians." Spokespeople will include local retailers, hotel personnel, golf pros, chefs, scuba experts, fishermen and more.

A third phase of the CBS Radio promotion will involve trip recaps provided by the radio personalities once they have arrived back at the studio following their trip. As an added value component, a branded ambassadors' web page will be developed featuring Bermuda destination highlights, trip giveaways and a photo gallery of the Bermudians interviewed.

In Toronto, both traditional and digital media has been purchased to promote the new WestJet service to Bermuda. Traditional media includes billboards, posters and transit shelters in areas with high visibility. The digital component features video boards, Elevator News Networks and subway screens, highlighting affordable airfares and the proximity message in both English and French-Canadian.

Niche marketing is still another aspect of The Bermuda Department of Tourism's 2010 strategy through the summer season. A new partnership with Brides.com, a leading bridal website operated by Condé Nast Publications, will raise awareness of Bermuda as an idyllic location for destination weddings and honeymoons with special focus on the New York City market. The multi-layered partnership includes Bermuda as the exclusive sponsor of the Brides.com homepage for one day and the "Destination Weddings/Honeymoon" blog for one month. Bermuda advertisements will also be featured on a daily e-newsletter. A custom, dedicated email to the Brides.com database promoting Bermuda as a wedding/honeymoon destination will also be distributed. Guerrilla marketing will be folded into the Brides.com partnership when New York City's Mayor Bloomberg declares an official "Brides.com Love Day" on June 21 when a Bermuda-branded "Love Truck" will be stationed outside Manhattan's City Hall.

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BERMUDA SHOWCASES ISLAND-WIDE NEW DEVELOPMENTS IN TIME FOR SUMMER SEASON

NEW YORK, June 10, 2010 – Travelers heading to Bermuda's turquoise waters and pink sandy beaches will experience a variety of fresh starts this summer. Several resorts across the island are unveiling multi-million dollar renovations while stunning new developments make a grand entrance, including The Reefs Club, The Fairmont Hamilton Princess's Bermudiana House and Tucker's Point Hotel and Spa. The following includes details on new developments and resort renovations at properties across Bermuda.

Elbow Beach, Bermuda Completes \$5.5 million Renovation

Luxury resort Elbow Beach Bermuda has completed a multi-million dollar project. The refurbished Elbow Beach features 98 luxury cottage rooms and suites with a new range of facilities. The suites and rooms have new in-room entertainment systems, luxurious furnishings, iPod docking stations, personal espresso machines and upgraded bathroom facilities.

The resort also enhanced its public spaces, including The Library, a new recreation lounge with complimentary refreshment station; a newly renovated business center and gift shop; upgraded fitness room and new day-use suites. Additionally, its half-mile private pink sand beachfront has new sun loungers and private cabanas. Ocean-side spa therapies will be available at the new Spa Beach Pavilion starting in June. Lido, the resort's premier dining experience has a new Executive Chef, Guido Brambilla, with extensive five-star resort experience. Also, the resort's DEEP Lounge and Nightclub have been revamped and will showcase live entertainment. www.mandarinoriental.com/bermuda

The Reefs Hotel Opens The Reefs Club, new La Serena Spa and Adds Guest Experience Amenities

The Reefs Hotel has opened its new The Reefs Club, 19 elegantly appointed two-and three-bedroom, beach-front private residences. The Reefs Club is available for purchase on a fractional ownership basis and is available for guest stays. The Reefs Hotel also features the new La Serena Spa, including eight treatment rooms, a spa suite for dual services and a manicure/pedicure room with spectacular ocean views. The spa utilizes luxurious Elemis of London products.

For an added guest amenity, The Reefs now offers complimentary Flip digital video cameras for guests to utilize upon arrival. Also, as part of the renovation, The Reefs added a private wine room, which houses over 1,000 bottles of wine, in its Royston's restaurant available for private events. www.thereefs.com

Tucker's Point Hotel & Spa Celebrates its First Anniversary

Tucker's Point Hotel & Spa is celebrating its first anniversary with several new features. As the hotel enters its second year, it is partnering the acclaimed Tucker's Point Golf Club with its venerable neighbor, Mid Ocean Club, affording hotel guests the chance to play on the latter's historic course three times a week. Also, families will feel more at home with an expanded line-up of kids' activities and new villa accommodations—perfect for multi-generational travelers. The resort features 200 rolling oceanfront acres, a championship 18-hole golf course and the longest private beach on island. Tucker's Point Hotel & Spa has hosted influential guests including Queen Elizabeth II. www.tuckerspointhotelandspa.com

The Fairmont Hamilton Princess Debuts Newly Reinvented Bermudiana House

The Fairmont Hamilton Princess has introduced Bermudiana House, formerly known as the Bay Wing, featuring 113 newly designed guestrooms with the feel of a luxury home including classic designs evocative of the hotel's Victorian heritage. Marble entryways, flat screen televisions and rain-style showerheads are some of the features throughout Bermudiana House. www.fairmont.com/hamilton

The Fairmont Southampton Redesigns Guestroom, Renovates Whaler Inn and Enhances Meetings facility

The Fairmont Southampton has completed a renovation program in its guestrooms and public spaces. The guestroom renovation includes a redesign of each of its spacious bathrooms, including marble tile, vanity, fixtures and lighting. In addition, most guestrooms will feature new bedding, wall coverings and draperies. Every room in the hotel features a balcony. Flat screen televisions have also been added to the guestrooms. The hotel has additionally renovated the former Whaler Inn restaurant, transforming it into the new Ocean Club. Overlooking the hotel's private beach, the newly renovated restaurant features new décor and a new menu.

The Fairmont Southampton also enhanced its meetings facility with new draperies in The Mid Ocean Amphitheatre, renovations to the lower lobby and the purchase of more than 1,000 new banquet chairs. www.fairmont.com/southampton

Grotto Bay Beach Resort Opens Spa Cave and Waterpark

Grotto Bay Beach resort will open The Spa in Prospero's Cave in June 2010. An ode to nature, the spa allows guests to personalize their spa treatments, which are performed amongst Stalactites and Stalagmites hanging from the cave's ceiling and overlooking a crystal clear ocean-fed lake. Reputed to have been discovered by Sir. George Somers in 1609-1610, Prospero's Cave is named after the lead character in Shakespeare's *The Tempest*-- commonly thought to have been based on Sir. George Somers's shipwreck in Bermuda in 1609.

Additionally, Grotto Bay Beach Resort will open its new waterpark in June 2010, featuring waterslides, super soaker slingshots and a water trampoline. Grotto Bay Beach's waterpark components will be located in the ocean off of the resort's beach. The waterpark will add to the resort's current list of amenities, including four tennis courts, a swimming pool, Jacuzzi, exercise room, children's playground, dive shop and water sports shop. www.grottobay.com

9 Beaches to re-open in 2011

The owners of 9 Beaches have announced the resort will reopen in May 2011 after a complete upgrade to its over-water bungalows, dockside restaurant and lounge. 9 Beaches has 61 chic cabana style units across 18 private waterfront acres on the western-most tip of Bermuda. www.9beaches.com

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BERMUDA TRADES PINK SHORTS FOR RED SOX AT FIRST OF TWO 'BERMUDA NIGHTS'
AT BOSTON'S FENWAY PARK, JUNE 17

Bermuda Department of Tourism Partners with Legendary Baseball Team and NESN

Boston, June 14, 2010 - Bermuda brings the enticement of pink sand beaches to Boston this week to celebrate '***Bermuda Night***,' taking place on June 17 at Fenway Park. '***Bermuda Night***,' the first of two taking place this summer, brings a taste of the destination to New England during the Boston Red Sox game at Fenway Park when the Sox compete against the Arizona Diamondbacks. This special promotion is an ongoing partnership between the Bermuda Department of Tourism (BDOT), Boston Red Sox and New England Sports Network (NESN).

'***Bermuda Night***' will feature a Gombey troupe welcoming Red Sox fans into the stadium, while dancing to the hypnotic beat of drums and bottle-whistles. Bermuda gift bags will be present in Fenway Park's luxury suites while two talented Bermudians fill special roles at the game: a National Anthem performance by Bermudian singer, Twanee Butterfield, as well as the ceremonial first pitch to be thrown by New England Revolution soccer standout, Khano Smith. Dr. The Hon. Ewart F. Brown, JP, MP, Premier & Minister of Tourism & Transport for Bermuda will be in attendance and will conduct an interview with NESN to be aired during NESN's broadcast. The Premier will also host representatives from JetBlue Airways and key industry influencers in Bermuda's suite at the stadium.

As part of the expanded partnership for 2010, the Boston Red Sox will host an additional '***Bermuda Night***' at Fenway Park on August 23 as they compete against the Seattle Mariners.

"We are very much looking forward to our continued partnership with the Red Sox and NESN and showing our appreciation to this ever-important tourism market," stated William Griffith, Director of Tourism for the BDOT. "The East Coast, especially New England, is a crucial market for Bermuda, with a number of non-stop flight options on JetBlue Airways and Delta Air Lines from Boston Logan International Airport."

In addition to *'Bermuda Night'*, BDOT will host an intimate media-exclusive luncheon on Wednesday, June 16, where Griffith will be speaking on tourism initiatives and news from Bermuda to the media. The luncheon will be held at Asana restaurant at the Mandarin Oriental, Boston.

Throughout the day on June 17, the Gombey troupe will also perform in two select, high-traffic locations in Boston. Morning commuters will have a chance to see them at Government Center downtown. At Noon, the Gombeys will perform in Copley Place Mall in the heart of the city for the lunchtime business crowd.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget. For more information on Bermuda vacations, visit, www.bermudatourism.com.

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Contacts: Terence Gallagher / Susannah Gregory
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / susannahg@lhammond.com



BERMUDA OFFICIALS INTRODUCE TOURISM PRODUCT TO TOP BOSTON MEDIA

Bermuda Department of Tourism Unveils Island-Wide News at Boston Luncheon with Top Journalists

Boston, June 17, 2010 - Bermuda brings the enticement of pink sand beaches to Boston today to celebrate its **'Bermuda Night,'** taking place at Fenway Park tonight at 6pm (EST). Taking full advantage of their time in New England, on Wednesday, June 16, the Bermuda Department of Tourism (BDOT) hosted ten top-notch journalists representing a range of publications, including the Boston Globe, Boston Herald, Boston Common, Improper Bostonian, SmarterTravel.com, AOL Travel and more. William Griffith, Director of Tourism for BDOT, touted Bermuda's latest news, hospitable culture, new and revitalized resorts, thriving culinary scene and stressed the destination's close proximity to New England. BDOT also provided media materials and Bermuda marketing information, which was well received by journalists.

"It's tremendously important to take full advantage of our time in Boston by meeting with press so they can help spread the word on all of the exciting happenings in Bermuda," stated William Griffith, Director of Tourism for the BDOT.

'Bermuda Night,' the first of two taking place this summer, brings a taste of the destination to New England during Boston Red Sox games at Fenway Park. This special promotion is an ongoing partnership between the Boston Red Sox and New England Sports Network (NESN).

In preparation for the first of two 'Bermuda Nights' in Fenway Park, the BDOT brought the island's renowned Gombey Cultural Dance Troupe to Boston to welcome Red Sox fans into the stadium. The Troupe also performed at Copley Plaza and Government Center (two high-

traffic locations in the heart of the city) entertaining commuters and introducing them to the hypnotic sounds, vibrant colors and rich history of Bermuda.

Bermuda gift bags will be present in Fenway Park's luxury suites tonight while two talented Bermudians fill special roles at the game: a National Anthem performance by Bermudian singer, Twanee Butterfield, as well as the ceremonial first pitch to be thrown by New England Revolution soccer standout, Khano Smith. Dr. The Hon. Ewart F. Brown, JP, MP, Premier & Minister of Tourism & Transport for Bermuda will be in attendance and will conduct an interview with NESN to be aired during NESN's broadcast. The Premier will also host representatives from JetBlue Airways and key industry influencers in Bermuda's suite at the stadium.

As part of the expanded partnership for 2010, the Boston Red Sox will host an additional 'Bermuda Night' at Fenway Park on August 23 as they compete against the Seattle Mariners.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget. For more information on Bermuda vacations, visit, www.bermudatourism.com.

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###



Contacts:

Terence Gallagher / Michelle Horn

Lou Hammond & Associates

Tel: (212) 308-8880; Fax: (212) 891-0200

E-mail: terryg@lhammond.com / michelleh@lhammond.com

**NEW YORK CITY TO "FEEL THE LOVE" AS BERMUDA PARTNERS
WITH BRIDES.COM TO LAUNCH THE "LOVE TRUCK" JUNE 24-26, 2010**

NEW YORK, June 23, 2010 – New York City residents and visitors alike will have an opportunity to sample Bermuda's hospitable culture when the Bermuda Department of Tourism (BDOT), partners with brides.com this month. BDOT will join Condé Nast's brides.com, the go-to bridal destination site as they host a three-day New York City event with a twist -- a *Love Truck*. In celebration, Bermuda homeowner and New York City Mayor Michael Bloomberg is proclaiming June 21-27, 2010 as "brides.com's Declare Your Love Week."

The "Love Truck" will be positioned in three locations throughout the city from June 24-26, 2010, and invites dating, engaged, and married couples to share their stories of falling in love. On Thursday, June 24, the "Love Truck" will be located in the Times Square area on 6th Avenue between 41st and 42nd Streets, where it will display the island's treasured assets.

"We're excited to spread the love of Bermuda to the Big Apple and showcase the island's many attributes," said William Griffith, Director of Tourism for BDOT. "We will continue to strategically partner with top-tier companies such as Condé Nast in order to reach large audiences in key markets including New York City and provide consumers with valuable destination information that will attract them to visit our wonderful country."

As part of the Brides.com "Love Truck" promotion, BDOT representatives will provide Bermuda marketing collateral and have one-on-one conversations with prospective travelers on topics ranging from Bermuda's signature pink sands and burgeoning culinary scene to outdoor adventures, first-rate accommodations, destination culture and more.

Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. For more information on Bermuda vacations, visit www.bermudatourism.com.

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Contacts:

Terence Gallagher / Michelle Horn

Lou Hammond & Associates

Tel: (212) 308-8880; Fax: (212) 891-0200

E-mail: terryg@lhammond.com / michelleh@lhammond.com



NEW YORK CITY RESIDENTS "FEEL THE LOVE" AS BERMUDA AND BRIDES.COM LAUNCHED THE "LOVE TRUCK" ON THURSDAY, JUNE 24



NEW YORK, June 25, 2010 – Hundreds of New Yorkers and visitors alike got to "Feel the Love" for Bermuda in midtown Manhattan as the Bermuda Department of Tourism (BDOT), partnered with Condé Nast's brides.com on Thursday, June 24 as part of a mobile "Love Truck" celebration. In honor of the occasion, Bermuda homeowner and New York City Mayor Michael Bloomberg proclaimed June 21-27, 2010 as

"brides.com's Declare Your Love Week."

Passersby stopped to record and share their stories of falling in love on video inside the eye-catching *Love Truck*, which was stationed across from Bryant Park on 6th Ave between 41st and 42nd Streets. While there, they sampled Bermuda's unique island culture and signed-up for the chance to win a four-night vacation to the island's Tuckers Point Hotel and Spa. In addition, visitors to the *Love Truck* were provided with information touting the island's signature pink sand beaches and world-class golfing while posing for pictures in front of one of Bermuda's signature Pink motor scooters.

"There is no better place to fall in love, marry, honeymoon or simply reconnect than Bermuda," said William Griffith, Director of Tourism for BDOT. "We want everyone to know that Bermuda is the ultimate destination in which to Feel the Love and this was a great way to partner with a major company such as Condé Nast and help spread that message."

Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. **For downloadable images, please contact Lou Hammond & Associates at (212) 308-8880.** For more information on Bermuda vacations, visit www.bermudatourism.com.

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Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880
E-mail: terryg@lhammond.com / michelleh@lhammond.com

DIFFICULT FOR MAJOR CHAMPIONS, EASY FOR VACATIONERS – PGA GRAND SLAM OF GOLF ADDS SECOND QUALIFIER AS BERMUDA INTRODUCES NEW VACATION PROMOTION

U.S. Open champion Graeme McDowell to join Masters champion Phil Mickelson in Bermuda, Oct. 18 – 20; Travelers Can Receive Up to Two Free Hotel Nights During Tournament

NEW YORK, June 25, 2010 – Graeme McDowell's win at the 2010 U.S. Open has earned him the second qualifying slot in the 28th PGA Grand Slam of Golf, set to be played in Bermuda at the prestigious Port Royal Golf Course in Southampton, October 18-20, 2010. Joining Northern Ireland's McDowell, the first European to win the U.S. Open in 40 years, is Masters title-holder Phil Mickelson. McDowell and Mickelson will be accompanied by the winners of the British Open taking place July 15-18 at the Old Course at St. Andrew's in St. Andrew's, Scotland, and the 92nd PGA Championship taking place August 12-15 at Whistling Straits in Kohler, WI. These winners of the four Major golf championships will battle for the title of "Champion of Champions" in Bermuda.

The Bermuda Department of Tourism (BDOT) has teamed up with 19 participating hotel properties to offer a program providing up to two free nights on hotel stays, based on two- to six-night bookings, during the tournament. Following suit, 13 celebrated restaurants across Bermuda are offering buy one, get one free entrée specials – all part of the Bermuda "Endless Summer" promotion, available for booking July 5 – August 31 for travel August 22 - October 31, 2010. The promotion features accommodations ranging from luxury resorts and boutique hotels to beach clubs and historic beach-front properties.

"We congratulate Graeme and know he will be up to the challenge of playing the beautiful Port Royal course," said Dr. the Hon. Ewart F. Brown, JP, MP, Premier and Minister of Tourism and Transport for Bermuda. "While the tournament will be an exciting challenge for the pros, we are making it easier for our visitors to get to Bermuda with several package options that are sure to generate enthusiasm around this event."

Golfweek magazine recently honored three Bermuda courses in its "2010 Best 50 Best Courses of the Caribbean & Mexico" listing, including the Port Royal Golf Club, a Robert Trent Jones designed course.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the

year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges.

Please visit www.bermudatourism.com starting Thursday, July 1 for more information on booking an Endless Summer package and to view a full listing of participating hotels and restaurants.

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Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

TRAVELERS "FEEL THE LOVE" WITH BERMUDA'S ENDLESS SUMMER PROMOTION

New Island-Wide Promotion Offers Guests Free Night Stays at Participating Resorts and Restaurants

NEW YORK, 30 June, 2010 – Bermuda's 2010 **Endless Summer Promotion** will take summer savings right into the fall, featuring a destination-wide programme offering up to two free nights on hotel stays, based on two- to six-night bookings. Following suit, celebrated restaurants across Bermuda are offering buy one, get one free entrée specials, giving travelers the perfect excuse to extend their Bermuda vacations this season.

The Bermuda Department of Tourism teamed up with 18 participating hotel properties and 13 restaurants for this exclusive promotion, available for booking 5 July – 30 September for travel 22 August – 31 October, 2010. Accommodations range from luxury resorts and boutique hotels to beach clubs and historic beach-front properties. Hotel specials for Bermuda's Endless Summer Promotion include the following:

Buy Two Nights and Receive Third Night Free

Fairmont Hamilton Princess
Fairmont Southampton
Grotto Bay Beach Resort and Tennis Club

Buy Three Nights and Receive Fourth Night Free

Cambridge Beaches Resort and Spa
The Clearview Suites
Granaway Guest House and Cottage
Greenbank
Rosedon
St. George's Club
Surf Side Beach Club Hotel
Tucker's Point Hotel and Spa
Willowbank Resort and Hotel

Buy Four Nights and Receive Fifth Night Free

Elbow Beach, Bermuda
Newstead Belmont Hills Golf Resort and Spa
The Reefs
Royal Palms Hotel
Granaway Guest House and Cottage
Greenbank

Buy Five Nights and Receive Sixth and Seventh Nights Free

St. George's Club

Buy Five Nights and Receive 50 Percent Off the Sixth Night, Seventh Night Free

Rosemont Guest Suites

Buy Six Nights and Receive Seventh Night Free

Pompano Beach Club

Rates for accommodations range from approximately \$175 - \$695 per night and are subject to availability. Please visit www.bermudatourism.com starting **Thursday, 1 July** for more information on booking an Endless Summer package and view a full listing of participating restaurants, or call your local travel specialist.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

*Seasonal surcharges, blackout dates and other restrictions may apply. The offer must be requested at the time of booking the hotel. Rates are subject to taxes, gratuities and resort fees. Rates, based on single and double occupancy, are and may vary according to date of departure, number of persons, room type, and meal plans.

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Lou Hammond & Associates
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E-mail: terryg@lhammond.com / michelleh@lhammond.com

BERMUDA BEACH TENNIS JOINS FORCES WITH ITF TO BRING CHAMPIONSHIP BEACH TENNIS TO ITS PINK SANDS, AUGUST 27-29, 2010

NEW YORK, July 7, 2010 – For the first year, the Bermuda Department of Tourism (BDOT) has partnered with Bermuda Beach Tennis (sanctioned by the Bermuda Lawn Tennis Association), to bring championship beach tennis to Bermuda's pink sands.

The 3rd Annual Bermuda Beach Tennis Tournament, now part of the International Tennis Federation's rapidly growing ITF Beach Tennis Tour, will take place at Horseshoe Bay Beach located in Southampton, Bermuda, from August 27-29. The star-studded matches will feature men's and women's pro-beach tennis players, including the number one ranked team of Alex Mingoizzi & Matteo Marighella on the men's circuit and Federica Bacchetta for women's.

"Beach tennis is a burgeoning sport around the world and is a great complement to our top-tier lawn tennis programs," said William Griffith, Director of Tourism for BDOT. "Bermuda is immersed in the sports tourism industry, which has proven to be a promising sector for the island. We'll continue to pair with leading tennis industry partners such as ITF and Beach Tennis USA, to host key events such as this to support the interests of today's travelers."

The Fairmont Southampton is the event's host hotel and is offering rates starting at \$99.50 per person, based on double occupancy. *ITF Beach Tennis* is designed as a pro and recreational sport. The event will offer all of the amenities of a beach vacation with the addition of world-class beach tennis and socializing with beach tennis enthusiasts from around the world.

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For more information on the tournament, visit www.beachtennisbermuda.com. For Bermuda travel information, visit www.bermudatourism.com.

*Seasonal surcharges, blackout dates and other restrictions may apply. The offer must be requested at the time of booking the hotel. Rates are subject to taxes, gratuities and resort fees. Rates, based on single and double occupancy, are and may vary according to date of departure, number of persons, room type, and meal plans.

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About The International Tennis Federation (ITF)

The International Tennis Federation is the world governing body of tennis, including beach tennis, and is responsible for the rules of both sports and maintaining the integrity of tennis. In addition to its administrative role, the ITF is the owner and international rights holder of the two largest annual international team competitions in sport, Davis Cup by BNP Paribas and Fed Cup by BNP Paribas. The ITF also organizes the Olympic Tennis Event on behalf of the IOC. Through its Technical Department, the ITF closely monitors both equipment and technology, while its Officiating Department oversees the education and advancement of officials worldwide. The ITF organizes over 900 weeks of men's and women's professional tournaments on the ITF Pro Circuit and coordinates the rapidly growing ITF Beach Tennis Tour. Through its Tennis Development Department that oversees the development of tennis worldwide, the ITF manages the ITF Junior Circuit and Team Competitions for elite juniors as well as international tennis events and programs for wheelchair and senior players. The ITF also manages the Tennis Anti-Doping Program on behalf of the sport and is a partner in the Tennis Integrity Unit.

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Contacts: Terence Gallagher / Susannah Gregory
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / susannahg@lhammond.com

**BERMUDA DEPARTMENT OF TOURISM ANNOUNCES GRAMMY WINNING ARTIST
PERFORMANCES FOR 15TH ANNUAL BERMUDA MUSIC FESTIVAL:
SEPTEMBER 30-OCTOBER 2, 2010
~Tickets On Sale Monday, July 26~**

NEW YORK, July 22, 2010 – The Bermuda Department of Tourism (BDOT) announced today that multi-Grammy winning performer and producer **Ziggy Marley** and five-time Grammy award-winning artist **Toni Braxton** will perform at the 15th Annual Bermuda Music Festival, taking place at the Fairmont Southampton, September 30-October 2, 2010. A number of additional A-list artists, including **Angie Stone** and **Estelle**, will also be performing at the annual event, where visitors and Bermudians alike are invited to enjoy three nights grooving in paradise.

"Bermuda is looking forward to the return of this highly-anticipated event," said Dr. the Hon. Ewart F. Brown, JP, MP, Premier and Minister of Tourism and Transport for Bermuda. "With the high caliber of artists announced today, our close proximity from the East Coast and hotel offers available during the festival, we encourage travelers from around the world to visit Bermuda's famed pink sand beaches, kick off their shoes and dance to the sounds of great music."

Kicking off this year's Bermuda Music Festival on Thursday, September 30 will be multi-Grammy winning performer and producer, Ziggy Marley. Celebrated as a musician and humanitarian, Marley earned his fourth Grammy in 2006 for "Love is My Religion" and most recently released his, "Family Time" album.

On Friday evening, Angie Stone and Estelle will take the stage. Southern gospel singer Angie Stone received a Grammy for her 2007 album, "The Art of Love & War." Originally seeking musical success in Europe it was under producer Clive Davis that Stone released her albums "Black Diamond," "Mahogany Soul," "Stone Love" and finally "The Art of Love & War."

Called "a UK talent to look out for" Estelle broke into the charts with her hits "1980" and "Free," winning a Mobo Award for Best Newcomer in 2004. On her latest album 'Shine,' the UK artist became the first to be signed by U.S. soul musician John Legend and has collaborated with talents such as Wyclef Jean, will.i.am, Swizz Beats, Mark Ronson and Kanye West.

The festival will conclude on Saturday evening with a performance by Toni Braxton, a five-time Grammy award-winning artist. Braxton distinguished herself with such hits like "Un-Break My Heart," "You're Making Me High," and "He Wasn't Man Enough." In 2000, Braxton received the coveted Aretha Franklin Soul Train Award for career achievement, amongst other honors. Most recently Braxton competed in ABC's "Dancing with the Stars" and headlined the Dancing with the Stars tour.

Additionally, visitors to Bermuda can enjoy up to two free nights on hotel stays when booking a trip for the 15th Annual Bermuda Music Festival. BDOT has teamed up with 18 participating hotel

properties to offer a program providing up to two free nights on hotel stays, based on two- to six-night bookings, during the festival. Following suit, 13 celebrated restaurants across Bermuda are offering buy one, get one free entrée specials – all part of the Bermuda “Endless Summer” promotion, available for booking now through September 30. The promotion features accommodations ranging from luxury resorts and boutique hotels to beach clubs and historic beach-front properties.

Tickets for the 2010 Bermuda Music Festival go on sale Monday, July 26. Reserved seating tickets are available for \$140 per person and general admission is \$95 per person. The three-day general admission pass is \$245. The above prices are inclusive of the BDA Tix processing fee, however a \$3/ticket telephone order fee will be added to all orders placed over the phone. For more information or to purchase tickets, visit www.bermudamusicfestival.com or stop by an on-island ticket outlet. Visitor packages will also be available through the Fairmont Southampton and sold on www.expedia.com.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

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Contacts: Michelle Horn/Terence Gallagher
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: michelleh@lhammond.com/ terryg@lhammond.com

**TWO TO TANGO:
BERMUDA PAIRS WITH SALSA MANIA PRODUCTIONS TO HOST ITS FIRST
ARGENTINE TANGO FESTIVAL**

NEW YORK, July 19, 2010 – Emotions will run wild as tango enthusiasts and beginners alike feel the passion of the tango dance on Bermuda's pink sands during the first-ever Bermuda Argentine Tango Festival. The Bermuda Department of Tourism (BDOT) has partnered with SalsaMania Productions to hold this three-night event, from September 2-5, 2010, in celebration of the dance.

The festival will take place at the Fairmont Hamilton Princess and will feature master Argentinean Tango instructors during a weekend filled with intense dance instruction, electrifying tango performances and nightly milongas (group gatherings for tango dancing).

Argentine Tango has grown in popularity with shows such as ABC's *Dancing with the Stars*, which frequently showcases tango routines during the celebrity-based show, and film classics including Sally Potter's *The Tango Lesson*, Carlos Saura's *Tango* and Robert Duval's *Assassination Tango*.

"The tango is one of the most popular dances in the world and is performed among a rising number of Bermudians," said William Griffith, Director of Tourism for BDOT. "By attracting master instructors to participate in the festival, we're expecting a vast number of participants from around the globe. We'll also use this festival as a model when holding future niche market events as we continue to assess the interests of today's travelers."

Bermuda's Argentine Tango Festival will feature 12 multi-level workshops ranging from beginner to advanced. The master instructors include Miriam Larici, Leonardo Barrionuevo, Marisa Quiroga, Eduardo Saucedo and Angel F. Coria. The festival was conceptualized by Boston-based entrepreneur Leslie Shane, who paired with local Bermudian producers SalsaMania Productions to execute this one-of-a-kind event.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of

vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

For more information on the festival, visit www.bermudasalsa.com. For Bermuda travel information, visit www.bermudatourism.com.

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#



Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880
E-mail: terryg@lhammond.com / michelleh@lhammond.com

BERMUDA TEES UP SAVINGS FOR VISITORS TO EXPERIENCE PGA GRAND SLAM OF GOLF

Travelers Can Receive Up to Two Free Hotel Nights During Tournament to See Masters Champion Phil Mickelson, U.S. Open Winner Graeme McDowell, Open Championship Winner Louis Oosthuizen and Upcoming PGA Championship Winner in Bermuda, Oct. 18 – 20

HAMILTON, BERMUDA, July 20, 2010 – Visitors to Bermuda can enjoy up to two free nights on hotel stays when booking a trip to watch the “Champion of Champions” be crowned at the 28th PGA Grand Slam of Golf, set to be played on the island at the prestigious Port Royal Golf Course in Southampton, October 18-20, 2010.

The Bermuda Department of Tourism (BDOT) has teamed up with 18 participating hotel properties to offer a program providing up to two free nights on hotel stays, based on two- to six-night bookings, during the tournament. Following suit, 13 celebrated restaurants across Bermuda are offering buy one, get one free entrée specials – all part of the Bermuda “Endless Summer” promotion, available for booking now through August 31. The promotion features accommodations ranging from luxury resorts and boutique hotels to beach clubs and historic beach-front properties.

South Africa’s Louis Oosthuizen became the surprise third qualifier for the PGA Grand Slam of Golf with his stunning victory at the Open Championship on July 18 on the Old Course at St. Andrew’s in St. Andrew’s, Scotland. He joins 2010 Masters title-holder Phil Mickelson of the United States and Northern Ireland’s Graeme McDowell, winner of the 2010 U.S. Open. The winner of the 92nd PGA Championship, taking place August 12-15 at Whistling Straits in Kohler, WI, will round out the field of four – each of them winners of the four major golf championships.

“While this may be the hardest tournament for a player to qualify, we’re making it easy for visitors to come down and see the best of the best play up close in a spectacular setting,” said Dr. the Hon. Ewart F. Brown, JP, MP, Premier and Minister of Tourism and Transport for Bermuda. “For a golf lover, this is really a dream trip and we’re excited about the players who have qualified. It’s an eclectic field and each player has a great story accompanying their qualification.”

Please visit www.bermudatourism.com for more information on booking an Endless Summer package and to view a full listing of participating hotels and restaurants. A limited amount of tickets are available to witness golf's major champions compete for the title Champion of Champions. To pre-register for tickets, visit www.PGA.com or www.pgagrandslamofgolf.com or call 800-PGA-GOLF (800-742-4653) or (561) 624-7601.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges. *Golfweek* magazine recently honored three Bermuda courses in its "2010 Best 50 Best Courses of the Caribbean & Mexico" listing, including the Port Royal Golf Club, a Robert Trent Jones designed course.

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Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

TRAVELERS CAN TEST THEIR SKILLS ON PGA GRAND SLAM CHAMPIONSHIP COURSE WITH BERMUDA'S NEW PORT ROYAL PLAY N' DINE PACKAGE

HAMILTON, BERMUDA, August 4, 2010 – Bermuda's famed Port Royal Golf Course, home of the PGA Grand Slam of Golf, has introduced a new **Play N' Dine** package pairing a day on the greens with a full dining experience. As the 28th PGA Grand Slam of Golf tournament quickly approaches, October 18-20, 2010, Port Royal's **Play N' Dine** package gives golfing enthusiasts an opportunity to test the world-renowned Port Royal course ahead of the tournament's qualifying pros Phil Mickelson, Graeme McDowell and Louis Oosthuizen. The package offers savings on the 18-hole course's green fees, cart rentals and includes a full à la carte dinner menu at Port Royal's prestigious *64 Degrees* restaurant, named after Bermuda's longitude. *64 Degrees*'s acclaimed Chef Michael Harrison serves an eclectic mix of steaks and fresh seafood daily.

The Port Royal Golf Course's Dine N' Play package, available through September 30, includes:

Play N' Dine Package

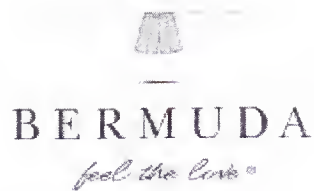
- Green fees for 18 holes of golf, starting after 2pm
- 50 percent off on rental clubs
- A full à la carte dinner menu at the acclaimed *64 Degrees* restaurant
- Rate is \$164.00 per person, for hotel guests staying in Bermuda

To book the Play N' Dine package or for more information, call the Port Royal Golf Course at (441) 234-0974. Please visit www.bermudatourism.com for information on booking Bermuda travel packages. To pre-register for tickets for the title "Champion of Champions" event, visit www.PGA.com or www.pgagrandslamofgolf.com, or call 800-PGA-GOLF (800-742-4653) or (561) 624-7601.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges.

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BERMUDA OFFICIALS INTRODUCE TOURISM PRODUCT TO TOP TORONTO MEDIA
Bermuda Department of Tourism Unveils Destination-Wide News in Toronto

Toronto, August 13, 2010 – Toronto-based media was able to “Feel the Love” of Bermuda on Thursday, August 12, at a Bermuda Department of Tourism (BDOT) media-exclusive luncheon. The BDOT hosted 28 top-notch media to an elegant luncheon at Toronto's celebrated Sassafras restaurant. Representing a full spectrum of outlets, including *Toronto Star*, *Toronto Sun*, *National Post*, *Globe and Mail*, Discovery Channel Networks, *Elle Canada*, *Parents Canada*, *Today's Bride* and more, BDOT spokespersons were able to provide messaging on a range of topics such as bridal, consumer and trade travel, golf, diving, family, and adventure. Media feasted on Bermudian-style menu selections such as Bermudian fish chowder, mahi mahi and rum cake, as William Griffith, Director of Tourism for the BDOT presented a detailed summary of Bermuda's latest news, hospitable culture, new and revitalized resorts, as well as Bermuda's thriving culinary scene. He stressed the destination's close proximity to Toronto along with increased airlift updates. The BDOT also supplied media materials and invited journalists on assignment to visit Bermuda over the coming months.

“Toronto is our gateway city for the Canadian market and a key business driver for Bermuda,” stated William Griffith, Director of Tourism for the BDOT. “We've experienced a strong response to the May launch of service from affordable carrier WestJet Airlines, which

spurred competitive pricing with Air Canada. Bermuda has increased investment in the Toronto market so it's important to speak with media to ensure consumer awareness continues to grow."

The BDOT has plans to bring two Bermuda destination experiences to Canadians this summer, including a Canadian "Road Show" slated for September 13 – 16, in the Toronto, Ottawa and Montreal markets. The Road Show will target travel agents and tour operators to help make it even easier for Canadians to book a Bermuda vacation.

Additionally, Toronto will soon witness the arrival of several bright pink double-decker street cars wrapped in Bermuda signage from September to November. Following the success of the pink taxi initiative in London, the BDOT is taking the pink street car initiative on the road to Toronto. The vibrant, eye-catching double street cars will be positioned in high-traffic locations to serve as mobile-marketing branding stunts to further promote the destination.

Bermuda, under three hours from Toronto, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget. For more information on Bermuda vacations, visit, www.bermudatourism.com.

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**BERMUDA TAKES OVER BOSTON'S FENWAY PARK ONCE MORE THIS SUMMER WITH
'BERMUDA NIGHT' CELEBRATIONS AND MORE!**

Boston, August 17, 2010 – Boston Red Sox fans will “Feel the Love” of Bermuda once again this summer with the second ***‘Bermuda Night’*** of the year taking place this Monday, August 23 at Boston’s Fenway Park. *‘Bermuda Night’* will bring a taste of the destination to New England as the Boston Red Sox compete against the Seattle Mariners. This special promotion is part of an ongoing partnership between the Bermuda Department of Tourism (BDOT), Boston Red Sox and New England Sports Network (NESN).

The celebrated Gombey Dance Troupe will once again welcome Red Sox fans into the stadium as they dance to the hypnotic beat of drums and bottle-whistles. Bermuda gift bags will be presented in Fenway Park’s luxury suites while talented Bermudian singer Sheila Smith, known as “Bermuda’s First Lady of Soul,” performs the National Anthem. Following the anthem, Jon Crellin, general manager of the Fairmont Hamilton Princess and president of the Bermuda Hotel Association will do the honor of throwing the first pitch.

“For the last ‘Bermuda Night’ of the summer, we’ve planned an all-access pass for Bostonians to truly experience the spirit of Bermuda right in their hometown,” stated William Griffith, Director of Tourism for the BDOT. “New England is a key market for Bermuda with non-stop service via legacy carrier Delta Airlines and affordable carrier JetBlue Airways. We’re excited to complete this promotion with a full day of Bermuda festivities and have already commenced planning for next year’s series of events for the New England market.”

Bermuda festivities will kick-off on Sunday, August 22, with the sailing of Bermuda flags from the prestigious Fairmont Copley Plaza hotel along with a lighting of the building in Bermuda’s signature pink color. On Monday, August 23 starting at 11am (EST) in Copley Square, island partners will feature displays to showcase their properties along side the BDOT’s exhibit where visitors will have a chance to sign-up to win one of three Bermuda vacations;

servers will provide samples of authentic Bermudian rum cake; and the Gombey Dance Troupe will perform at noon for the lunchtime business crowd.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget. For more information on Bermuda vacations, visit, www.bermudatourism.com.

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Lou Hammond & Associates
Tel: (212) 308-8880
E-mail: terryg@lhammond.com / michelleh@lhammond.com

**FORE! BERMUDA EXTENDS ENDLESS SUMMER PROMOTION IN TIME FOR TRAVELERS TO ATTEND
PGA GRAND SLAM OF GOLF "CHAMPION OF CHAMPIONS" TOURNAMENT, OCT. 18-20, 2010
Free Hotel Nights and Restaurant Specials Available Across the Destination**

HAMILTON, BERMUDA, August 25, 2010 – Visitors to Bermuda have even more time to book the destination's "Endless Summer" promotion, which offers up to two free nights on hotel stays, when planning a trip to the "Champion of Champions" tournament at the 28th PGA Grand Slam of Golf. The tournament will be played at Bermuda's prestigious Port Royal Golf Course in Southampton, October 18-20, 2010.

The Bermuda Department of Tourism (BDOT) has teamed up with 18 participating hotel properties to offer a program providing up to two free nights on hotel stays, based on two- to six-night bookings, during the tournament. Following suit, 13 celebrated restaurants across Bermuda are offering buy one, get one free entrée specials – all part of the newly extended "Endless Summer" promotion, now available for booking through September 30. The promotion features accommodations ranging from luxury resorts and boutique hotels to beach clubs and historic beach-front properties.

Germany's Martin Kaymer became the fourth qualifier for the PGA Grand Slam of Golf, winning his first major with a victory over Bubba Watson at the PGA Championship at Whistling Straits on August 15. Kaymer completes the foursome of qualifiers from the four major golf championship winners, consisting of 2010 Masters title-holder Phil Mickelson of the United States, Northern Ireland's Graeme McDowell, winner of the 2010 U.S. Open and South Africa's Louis Oosthuizen, winner of the Open Championship.

"We congratulate the foursome for their skillful victories which have led them to the distinguished 'Champion of Champions' tournament," said Dr. the Hon. Ewart F. Brown, JP, MP, Premier and Minister of Tourism and Transport for Bermuda. "By extending the booking window for Bermuda's 'Endless Summer' promotion, we're not only making it easy for visitors to view what will be an outstanding tournament, but also for guests to experience a dream vacation, complete with savings."

Please visit www.bermutatourism.com for more information on booking an Endless Summer package and to view a full listing of participating hotels and restaurants. A limited amount of tickets are available to witness golf's major champions compete for the title Champion of Champions. To pre-register for tickets, visit www.PGA.com or www.pgagrandslamofgolf.com or call 800-PGA-GOLF (800-742-4653) or (561) 624-7601.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges. *Golfweek* magazine recently honored three Bermuda courses in its "2010 50 Best Courses of the Caribbean & Mexico" listing, including the Port Royal Golf Club, a Robert Trent Jones designed course.

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TRAVELERS RECEIVE EVERY THIRD NIGHT FREE, "COMPLIMENTS OF BERMUDA"

Destination-Wide Promotion Offers Guests Free Third Night On Stays at Participating Resorts

NEW YORK, September 16, 2010 – Travelers to Bermuda's pink sand beaches this fall and winter will receive every third night free on hotel rooms "**Compliments of Bermuda.**" The destination-wide promotion is available when booking a minimum three-night stay.

Offered to coincide with Bermuda's popular "golf and spa" season, The Bermuda Department of Tourism teamed up with 15 participating hotel properties to launch this exclusive promotion, available for booking September 15, 2010 – March 12, 2011 for travel November 15, 2010 – March 15, 2011. Accommodations range from luxury resorts and boutique hotels to beach clubs and historic beach-front properties. Hotels for the **Compliments of Bermuda Promotion** include the following:

- Cambridge Beaches Resort and Spa
- Clearview Suites
- Elbow Beach, Bermuda
- Fairmont Hamilton Princess
- Fairmont Southampton
- Fourways Inn
- Granaway Guest House and Cottage
- Greenbank
- Grotto Bay Beach & Tennis Club
- Newstead Belmont Hills Golf Resort and Spa
- Royal Palms Hotel
- Rosedon
- Surf Side Beach Club Hotel
- St. George's Club
- Tucker's Point Hotel and Spa

Rates for accommodations range from approximately \$125 - \$460 per night and are subject to availability. Please visit www.bermutatourism.com/compliments for more information on booking a **Compliments of Bermuda** package, or call your local travel specialist.

Bermuda offers more golf courses per square mile than anywhere else in the world, featuring eight golf courses total, with seven of championship caliber. Additionally, Bermuda's world-class spas offer services ranging from healing therapies, soothing massages and detoxifying body wraps to energy-balancing Reiki sessions and holistic spa treatments.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

*Rates are based on the best available average daily rate and are for single and double occupancy rooms. Offer is available for new bookings only and valid only at participating hotels: **Cambridge Beaches, Clearview Suites, Elbow Beach, Fairmont Hamilton Princess, Fairmont Southampton, Fourways Inn, Granaway Guest Cottage, Grotto Bay Beach & Tennis Club, Newstead Belmont Hills, Surf Side, St. George's Club, Royal Palms Hotel, Rosedon, Tucker's Point Club & Spa.** Promotion must be booked between September 15th, 2010 and March 12th, 2011 and is valid for travel November 15th, 2010 – March 15th, 2011 and is subject to availability. The free room night(s) includes the room rate only; customers will be charged for the gratuities and resorts fees on the free night(s). Tour Operators will be responsible for the total stay and the free night(s) will be deducted from the customer's invoice upon check out. Rates may vary according to date of departure, number of persons, room type, meal plan and is based on availability. Rates are subject to Government Tax, Gratuities, and Resort Fees and will be reflected in your final folio. Rates and taxes are subject to change without notice. Hotels reserve the right to close out this promotion at its discretion. Seasonal surcharges, blackout dates, and other restrictions may apply. Usual cancellation policies apply, based on individual hotel policies. This offer can be combined with other offers; however it is up to the individual hotel. This offer is not available for groups or weddings. Void where prohibited by law. Offer must be requested at time of booking.

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BERMUDA TOURISM UP AND RUNNING AFTER HURRICANE IGOR *Hotels Report Minimal Damage, Airport to Re-open*

NEW YORK, September 20, 2010 – Bermuda's tourism industry is not skipping a beat as it cleans up in the wake of Hurricane Igor, the category 1 hurricane that passed over the island Sunday.

Hurricane Igor brought heavy rain and high winds, however, the overall damage to the island's tourism product is considered to be minimal. The vast majority of hotels and resorts were reporting the impact limited mostly to landscaping, which is already in the process of being cleaned.

The L.F. Wade International Airport, which was closed on Sunday for precautionary reasons, will re-open for business at 7 a.m. on Tuesday, September 21. Visitors are encouraged to contact their travel agents or airlines directly for flight information to the island.

According to Bermuda's Director of Tourism William "Billy" Griffith, the destination will be ready, willing and able to accommodate arriving visitors.

"We have come through Hurricane Igor remarkably and it will soon be business as usual here in Bermuda," said Griffith. "In addition to welcoming our loyal guests, we're looking forward to executing our upcoming calendar of events for the coming weeks, including the Bermuda Music Festival and PGA Grand Slam of Golf."

The Bermuda Music Festival, featuring artists such as Ziggy Marley, Toni Braxton, Angie Stone and Estelle will take place at the Fairmont Southampton resort from September 30 – October 2. The PGA Grand Slam of Golf will take place at Port Royal Golf Club from October 18 – 20.

Griffith also praised Bermuda's tourism partners on island for accommodating guests so well during the storm.

"We've received such positive feedback on how our hoteliers managed the guest experience during the hurricane and I'd like to extend my thanks and praise both to our hotel partners and to those guests on island during the storm for being so resilient," said Griffith.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

For more information or to book a Bermuda vacation, contact your travel agent, visit www.bermudatourism.com or call 1-800-BERMUDA.

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**BERMUDA'S PERFECT 10 WEDDING CHALLENGE:
10 COUPLES WIN 10 WEDDINGS ON 10/1010
JetBlue Airways Provides Special Private Flight For Winning Couples**

NEW YORK, October 5, 2010 – Ten very lucky couples from across the United States will score a Perfect 10 in Bermuda this weekend – 10 destination weddings on the luckiest day of the year – October 10, 2010 – 10/10/10.

The romantic couples were chosen from more than 900 entries as the winners of Bermuda's Perfect 10 contest, awarding them the opportunity to say 'I do' in one of the world's most idyllic destinations on this one-of-a-kind date. The couples who've been chosen to jet-set to Bermuda's fabled pink sands will head there via a private nonstop JetBlue Airways charter flight from the airline's home base at New York's John F. Kennedy International Airport (JFK), accompanied by eight guests of their choosing.

The contest was sponsored by the Bermuda Department of Tourism (BDOT), The Knot, a leading online wedding resource, and airline partner JetBlue Airways.

Winners of Bermuda's Perfect 10 destination wedding contest were chosen based on entries submitted on TheKnot.com by engaged couples sharing why they should win one of ten themed, wedding getaways to Bermuda. A panel of judges narrowed down the list to 30 finalists (three for each of the ten themed wedding categories). Then voters from around the globe ranked their favorites.

Winners will receive their chosen six-day, five-night, dream wedding, with themes including Exotic Cave, Eco-Chic, Magical Sunset, Waves of Love, Moongate, Sunset and Pink Sand, Waterfront, Harbourfront, Nostalgic Bermuda and Linked For Life, at one of ten participating resorts.

Bermuda's Perfect 10 winners will stay at participating resorts, including Cambridge Beaches Resort & Spa, Coco Reef Resort, Elbow Beach Bermuda, The Fairmont Hamilton Princess, The Fairmont Southampton, Grotto Bay Beach & Tennis Club, Newstead Belmont Hills Golf Resort & Spa, The Reefs and Tucker's Point Hotel & Spa.

-more-

Bermuda's Perfect 10 Winners/2

Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. Check out Bermuda's Perfect 10 winners at www.theknot.com. For more information on Bermuda vacations, visit www.bermudatourism.com.

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About JetBlue Airways

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier also ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the fifth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 61 cities with 600 daily flights. New service to Ronald Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT starts in November. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

About The Knot Inc.

The Knot is the nation's leading wedding resource, reaching over a million engaged couples each year through the #1 wedding website, TheKnot.com, The Knot national and local wedding magazines, The Knot books (published by Random House and Chronicle) and television programming bearing The Knot name. The Knot is the flagship brand of The Knot Inc. (NASDAQ: KNOT), a leading lifestage media company targeting couples planning their weddings and future lives together.

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Contacts:

Terence Gallagher / Michelle Horn

Lou Hammond & Associates

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E-mail: terryg@lhammond.com / michelleh@lhammond.com

TRAVEL SHOW EXPERT AND RADIO SHOW HOST, PETER GREENBERG, AIRS FROM BERMUDA!

Bermuda Department of Tourism Welcomes Peter Greenberg to Paradise

NEW YORK, October 13, 2010 – Prominent radio show host Peter Greenberg will experience Bermuda's pink sands this Saturday, October 16 - Sunday, October 17, 2010. The Bermuda Department of Tourism (BDOT), has secured Greenberg, who also serves as *CBS Early Show's* travel editor, to tape his eponymously named radio show, *Peter Greenberg Worldwide*, from Bermuda's pristine Fairmont Southampton in the hotel's Frangipani Room on Sunday, October 17, from 9:00 a.m. to 11:30 a.m. The radio show will air the following Saturday, October 23 from 10:00 a.m. to 1:00 p.m. EST.

Peter Greenberg is one of America's most recognized and respected front-line travel news journalist. His three-hour weekly radio broadcast is nationally syndicated and heard on over 400 stations from different remote locations around the globe.

The *Peter Greenberg Worldwide* radio show is a call-in news program so Bermudian based guests will be interviewed for Bermuda's segment. Guests will range from a journalist, naturalist, historian and golf expert to a diving instructor, taxi driver and art curator. Each will provide listeners with insight about Bermuda's culture, art, history, topography and unique attributes.

"We welcome Mr. Greenberg to come experience the destination and hear the marvelous stories of Bermuda from Bermudians," said William Griffith, Director of Tourism for Bermuda. "We're positive Greenberg will 'Feel the Love' of the island and its culture through the destination's best asset -- its people!"

Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. For more information on Bermuda vacations, visit www.bermudatourism.com.

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CONDÉ NAST TRAVELER READERS CHOOSE BERMUDA AS “BEST ISLAND IN THE CARIBBEAN/ATLANTIC”

Bermuda Wins Top Honors at New York City Awards' Ceremony -- Famed TV Personality Regis Philbin Makes Presentation



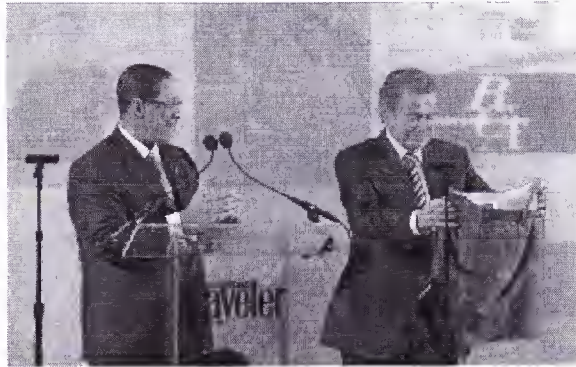
Bermuda's Director of Tourism William Griffith at the ceremony with talk show host Regis Philbin

NEW YORK, October 13, 2010 – The votes are in and Bermuda comes out on top as *Condé Nast Traveler* magazine awarded its Reader's Choice Award for “Best Island in the Caribbean/Atlantic” to Bermuda. Legendary morning show host Regis Philbin presented the award to Bermuda's Director of Tourism William Griffith during the high-profile event. Some 250 guests joined the festivities held on Tuesday evening, October 12. In addition, The Reefs Bermuda was named number one resort in the Atlantic Ocean category.

“We are honored that Bermuda was selected by *Condé Nast Traveler* readers as the number one travel destination,” said Griffith. “It is a privilege to be ranked so favorably with travelers and is a testament to the commitment of service that Bermuda provides to travelers every season.”

-more-

Congratulating Bermuda, Philbin warmly spoke about the destination's win on his top-ranked morning show, *Regis & Kelly*, today, Wednesday, October 13, showing a picture of himself and Griffith at the ceremony. He even joked about the "size 36" Bermuda shorts given to him as a token of appreciation. Philbin was in top celebrity company with other hosts such as Liev Schreiber, Angie Harmon, Al Roker, Jesse Palmer, Stacey London and Cynthia Nixon.



Bermuda's Tourism Director William Griffith Presenting Bermuda shorts to talk show host Regis Philbin



Bermuda Tourism Director William Griffith being honored with Condé Nast Traveler Readers' Choice Award

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

Perched on limestone cliffs overlooking its own secluded pink sand beach, The Reefs Hotel & Club has been welcoming guests with the island's famed hospitality since 1947. From romance to family gatherings, the intimate atmosphere and all ocean view accommodations at The Reefs creates a memorable vacation.

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***WEALTH TV TO AIR SPECIAL "TAKEOFF IN BERMUDA" EPISODE ON
SATURDAY, NOVEMBER 6
New Show to give National Exposure to Bermuda Tourism***

NEW YORK, October 14, 2010 – A new national cable show will shine a positive spotlight on Bermuda tourism across North America in November with the goal of enticing tourists to visit.

"TAKEOFF" is a new :30 minute show that will debut on Saturday, November 6 at 6 p.m. EST on Wealth TV. *WealthTV* is a 24/7 high definition cable television network devoted to taking viewers on a journey of how wealth is achieved, used and enjoyed. With engaging programming that connects with a high profile audience, *WealthTV* has broad appeal across age and income demographics while holding a special appeal to the highest income households. Successfully launched on June 1, 2004, *WealthTV* is distributed by cable and satellite service providers around the globe.

WealthTV airs via Cablevision in Bermuda and Cablevision partnered with the Bermuda Department of Tourism, along with Tuckers Point Hotel and Spa and various island attractions and tourism operators, to bring the show to Bermuda and expose its host and producer, Ashley Colburn, to the island's charms.

The Bermuda episode will feature Colburn attending the Bermuda Day Parade, exploring Crystal and Fantasy Caves, swimming with dolphins at DolphinQuest, deep sea fishing and then preparing her catch at The Point Restaurant with Chef Serge at Tucker's Point. She also went scuba diving with Triangle Diving, which she enthusiastically referred to as "the coolest thing I have ever done."

According to Colburn, "Taping TAKEOFF in Bermuda made me realize that paradise really does exist. I am so excited to show *WealthTV* viewers how much adventure you can find on the island, the hospitality you can expect and how wonderful the Bermudians are. In the show I go scuba diving and I have to say it was the best experience I have ever had. Now I want to go get certified so I can return to Bermuda and explore the sea even more!"

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Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880
E-mail: terryg@lhammond.com / michelleh@lhammond.com

ANYTHING ELS JUST WOULDN'T BE CRICKET – IT WOULD BE GOLF!



From L to R: Honorable Brian Lara, Cricket Legend, Premier Ewart Brown, and Ernie Els during the 28th PGA Grand Slam Pro-Am at the Port Royal Golf Course in Southampton, Bermuda, on Monday, October 18, 2010. (Photo by Montana Pritchard/The PGA of America)

BERMUDA, October 19, 2010 – Spectators at the 2010 PGA Grand Slam of Golf in Bermuda were given a special treat when they received two sporting spectacles for the price of one.

During downtime at the PGA Grand Slam of Golf event at the prestigious Port Royal Golf Course, golfer Ernie Els and West Indian cricketing legend Brian Lara decided to turn the lush green on the 16th hole into a wicket. An impromptu cricket match then took place delighting spectators and competitors alike.

Bermuda's Premier Dr. Ewart Brown joined in the action and provided a very real safe pair of hands behind a very imaginary pair of stumps.

Els said he hadn't hit a cricket ball for a quarter of a century, but was happy with his performance. He also praised his old friend Lara for his golfing skills – he plays off of a five handicap.

Images are available at:

<http://mediaarchive.pgalink.com/cgi/viewerlogin.pl?ljobid=8434>

<http://mediaarchive.pgalink.com/cgi/viewerlogin.pl?ljobid=8435>

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and

family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. For more information on Bermuda, visit www.bermudatourism.com.

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Contacts: Terence Gallagher / Michelle Horn

Lou Hammond & Associates

Tel: (212) 308-8880

E-mail: terryg@lhammond.com / michelleh@lhammond.com

THREE-TIME MAJOR CHAMPION ERNIE ELS WINS THE PGA GRAND SLAM OF GOLF "CHAMPION OF CHAMPIONS" TOURNAMENT AT BERMUDA'S FAMED PORT ROYAL GOLF COURSE

HAMILTON, BERMUDA, October 21, 2010 –Major champion Ernie Els becomes the "Champion of Champions" of this year's 28th PGA Grand Slam of Golf. The tournament was played at Bermuda's prestigious Port Royal Golf Course in Southampton on October 18-20, 2010. Here are details to recap the event.

And the Winner is...

Three-time major champion Ernie Els made the most of his invitation, carding birdies on 14, 15, and 16 to pull out a come-from-behind, one-shot victory over 2001 PGA Champion and fellow invitee David Toms. The victory was Els' second in the prestigious event, coming 13 years after he captured the 1997 PGA Grand Slam of Golf in Hawaii. U.S. Open Champion Graeme McDowell and PGA Champion Martin Kaymer tied for third, eight shots back. The tournament summary includes:

1. Ernie Els, 68-69=137 (-5) \$600,000
2. David Toms, 67-71=138 (-4) \$300,000
3. Graeme McDowell, 72-73=145 (+3) \$225,000
3. Martin Kaymer, 74-71=145 (+3) \$225,000

Els Uses Three To Make Two:

Els' second victory came via three consecutive birdies on the back nine. Struggling for the better part of two days with his putter, Els woke up on Port Royal's back nine, draining a 15-footer for birdie on No. 14, wedging to three feet for another birdie on 15, then conquering the beautiful and brutal par-3 16th with a 35-foot birdie putt. All this, in 30 mph winds. "I really think today it was a real challenge," Els said. "If there's no wind, you can make a lot of birdies around this place. When it's like this, it's like this probably quite often, because it is an island, get a lot of wind, it's a really great challenge."

If That Wasn't Enough:

For good measure, Els saved par on 17 by sinking a 12-footer. "I felt like I didn't necessarily lose this thing. Ernie birdieing 14, 15 and 16, the putt he made on 16, I'd say he won the tournament," Toms said. "For me to go through those holes, play them under par would have been a pretty good feat in itself. He played them 3 under."

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Good Putter, Nice Putter:

Els said his putter, "I was struggling on the greens a bit yesterday. I was struggling on the greens again today until let's say the last five, six holes when I found something in my putting stroke. My speed came back. I made some really big putts. Those are the putts that I was missing almost a day and a half, then started dropping, and that was the difference.

Major Toms Puts On A General Clinic:

Toms' consistent, steady game; he had three bogeys in his first 32 holes, looked to carry the day, especially after chipping in on 12 (for birdie) and 14 (for par). But when Toms parred the 14th and Els birdied, the two-shot swing started Els' comeback. Still, Toms turned in a solid runner-up finish with his 4-under total in the Bermuda winds. "For me, I feel really good about the way I've played the last month and a half or so. I feel like I'm getting really close. Today would have helped, being able to get over that hump."

Spinning His Wheels:

One day after enduring a triple-bogey 7 on the 11th hole, McDowell broke out of the gate Wednesday with three birdies in his first five holes. With a bogey sandwiched in, McDowell managed to close within three of Toms coming to the reachable (517-yard), par-5 seventh hole. But a misplayed hybrid out of a fairway bunker cascaded into McDowell's second 7 of the tournament and dropped the U.S. Open champion back to 1-over at the turn. Back-to-back bogeys on 13 and 14 ended McDowell's chances.

He Should Have Stuck With His First 'Guess':

Squirt, the resident Octopus Oracle of the Bermuda Aquarium, Museum & Zoo, chose Kaymer to win the PGA Grand Slam of Golf. This, after Squirt started at Toms' box before pulling the shrimp out of Kaymer's. Apparently, while Kaymer knew about the would-be nautical Nostradamus, his game didn't get the memo. The reigning PGA Champion tied for third (74-71) at 3-over.

Sweet 16 Memories:

2009 PGA Grand Slam of Golf Champion Lucas Glover is immortalized in a small plaque on the tee box of the par-3 16th hole – Port Royal's signature hole and resident conversation piece. The long, par-3, reminiscent of the famous over-the-ocean par-3 16th at California's renowned Cypress Point, requires a hybrid or long-iron shot over the Atlantic to a tiered green. It was enough to scare Glover into commenting "Man, I've never been so nervous on a shot." That quote is now immortalized on the plaque.

Where's My Plaque:

Els completed his birdie string with a long birdie putt from off the green on No. 16.

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Bermuda's PGA Grand Slam/3

An inside-the-ropes look can be viewed at T.J. Auclair's PGA Grand Slam of Golf blog, which can be found at http://www.pga.com/grandslam/2010/news/wednesday_blog_102010.cfm. The PGA Grand Slam of Golf was broadcasted to 100 countries and territories with a household reach of more than 590 million households. TNT announcers included Verne Lundquist, Ian Baker-Finch, Jim Huber and Billy Kratzert.

Visit www.bermudatourism.com for information on booking Bermuda's new "Compliments of Bermuda" package featuring every third night free deals at participating hotels across the destination.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges. *Golfweek* magazine recently honored three Bermuda courses in its "2010 50 Best Courses of the Caribbean & Mexico" listing, including the Port Royal Golf Club, a Robert Trent Jones designed course.

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Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

PARK HYATT LUXURY BRAND TO BECOME PART OF EQUITY INVESTMENT GROUP FOR BERMUDA RESORT PROJECT TO BREAK GROUND IN 2011

NEW YORK, October 25, 2010 – The majestic isles of Bermuda will soon welcome the luxury brand group Park Hyatt to its turquoise shores with the commitment to be part of an equity investment group in a new \$300 million total project cost resort development.

The Bermuda Department of Tourism has been working to bring the multi-million dollar project to fruition since 2007. Previously, Park Hyatt had agreed to manage the project, which is located on the former Club Med site in the historic town of St. George's, Bermuda (a UNESCO World Heritage Site). According to Bermuda's Premier, Dr. The Hon. Ewart F. Brown, JP, MP, who also serves as Minister of Tourism and Transport, the investment by Park Hyatt to become an equity stakeholder serves as a vote of confidence in Bermuda's tourism business.

"As many in the hotel development community can attest, the addition of a management company as an investor is rare," said Premier Brown. "Park Hyatt's action is evidence that they believe in Bermuda's commitment to the continued enhancement of our tourism product. This is the greatest vote of confidence in Bermuda and in St. George's. The Government of Bermuda is extremely proud to work in partnership with one of the worlds most sought after brands."

The ground-breaking of the new Park Hyatt Resort and Hotel is slated for November 2011. The construction is anticipated to take 24 – 30 months. Carl Bazarian, President of ADDAX Holdings, developer and investor in the project, said the Park Hyatt Group's investment should alleviate doubts about the hotel project moving forward in the current economic climate.

"Park Hyatt Group has agreed to invest because they believe they will see returns," said Bazarian. "I wish to thank Dr. Brown for his vision and commitment to us for being the catalyst for his 'Platinum era legacy' and restoring Bermuda where it belongs as the ultimate luxury destination in the Atlantic and Caribbean."

Park Hyatt's Director of Development and Corporate Communications, Laurie Cole, followed Mr. Bazarian's sentiment's saying, "If there is a situation where we think it will be helpful to put our capital in, we will."

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The new Park Hyatt Bermuda will include a 100-room hotel as well as 71 hotel condominiums, 39 villa residences and 12 single family homes. Also on the 125-acre site will be an 18-hole Nick Faldo-designed golf course, an 18,000 square-foot spa and fitness center and two tennis courts. Guest will be able to dine at two full-service restaurants, two cafés and a Beach Club. Additionally, the project will provide housing for 160 employees and include an on-site wastewater treatment plant and reverse osmosis water purification facility.

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**WESTJET MAKES IT EVEN EASIER TO GET TO BERMUDA'S PINK SAND BEACHES
WITH SPECIAL 50% OFF SAVINGS PROMOTION**

NEW YORK, October 28, 2010 – Canadian low fare carrier WestJet is making it even easier to get to Bermuda's nearby pink sand beaches with a special 50 percent off savings promotion* on the airline's already low fares. WestJet's seasonal non-stop service from Toronto's Pearson International Airport is less than a three-hour flight to Bermuda's sunny shores and turquoise water. Low fares from Toronto start at \$99 CAD per person one-way.

In order to take advantage of the savings, flights must be booked by **November 12, 2010, (11:59 p.m. MST) for travel between November 1, 2010, and January 31, 2011.** Guests should use both **promo code PCR42** and **coupon code TGZ1VQH** when booking online at www.westjet.com.

Visitors can also take advantage of great savings on hotel stays with Bermuda's special "Compliments of Bermuda" promotion which offers the third-night free for every two nights booked at many of Bermuda's top properties. For a list of participating properties and rates go to www.bermutatourism.com.

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*Book by November 12, 2010, (11:59 p.m. MST) for travel between November 1, 2010, and January 31, 2011. Taxes, fees and surcharges are extra where applicable. Seats at these fares are limited and may not be available on all flights. New bookings only/100 per cent non-refundable. Offer combinable with other fares. Flights may not operate on certain days. All fares are one way. Discount is applied based on the number of guests travelling. Guests must be booked on the same reservation and complete travel together. Cancellation of one or more guests on one reservation may lead to a forfeiture of discount. Regular change and cancellation guidelines still apply. WestJet has the right to amend, extend or discontinue the offer at anytime by providing details on westjet.com.



Contacts: Terence Gallagher / Michelle Horn
Lou Hammond & Associates
Tel: (212) 308-8880; Fax: (212) 891-0200
E-mail: terryg@lhammond.com / michelleh@lhammond.com

RUNNERS WORLDWIDE TO MAKE TRACKS FOR BERMUDA'S 2011 MARATHON WEEKEND

NEW YORK, November 5, 2010 – Runners looking to get out of the winter cold and challenge themselves in a lush, island setting can converge on Bermuda for the upcoming **36th Annual Bermuda Marathon Weekend**, from January 14 – January 16, 2011. Combining adventure with paradise, runners from around the world will compete along Bermuda's signature pink sand in a series of events that will include the grueling Bermuda Triangle Challenge, which is comprised of three races over three days with four medals to be awarded to competitors.

With 21 miles of majestic isles to run along, the Bermuda Department of Tourism welcomes this year's competitors with travel packages and events to ensure a memorable island experience. In fact, race participants can take advantage of Bermuda's "**Compliments of Bermuda**" promotion featuring a destination-wide savings of every third night free on hotel stays at participating properties, available for booking now through March 12, 2011 for travel November 15, 2010 – March 15, 2011. **Bermuda Marathon Weekend 2011** includes the following events.

- **The KPMG Bermuda Invitational Mile** on Friday, January 14, is an invitation-only event featuring the top 20 fastest local finishers from a series of trial races. Bermuda Triangle Challenge participants will also complete this mile as part of the Bermuda Triangle Challenge series. Bermuda Triangle Challenge participants do not have to qualify for this event.
- **The Bermuda 10K and 10K Walk** on Saturday, January 15, is where participants will challenge themselves to cross the finish line, which will be located inside the impressive National Sports Centre.
- **The 2011 Bermuda Half Marathon** will take place on Sunday, January 16 starting at 8:00 a.m. The 13.1-mile course will take runners along breathtaking views of Bermuda's north and south coasts, sights of Bermuda's bright, pastel-colored buildings as well as Bermuda's rich topography.

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- **The 2011 Bermuda Marathon** will take place on Sunday, January 16 starting at 8:00 a.m. The marathon and half marathon will start at the same time with marathon runner's completing two laps of the 13.1mile half marathon course.
- **The Bermuda Triangle Challenge** runners compete in three races over three days, including the KPMG Bermuda Invitational Mile on Friday night, the Bermuda 10K on Saturday and either the Bermuda Marathon or Half Marathon on Sunday. All participants will receive finisher's medallions after each race as well as a special Bermuda Triangle Challenge medallion and t-shirt to commemorate the achievement.

Bermuda Marathon Weekend will also include special events such as the Health and Fitness Expo, which will take place at the Fairmont Hamilton Princess's Harbourview Ballroom on Friday, January 14 and Saturday, January 15. The Health and Fitness Expo will offer deals on running supplies and equipment, race weekend giveaways and open discussions with health and nutrition experts.

For more information on **Bermuda Marathon Weekend**, including registration details, visit www.bermudaraceweekend.com. For information on Bermuda vacations, please visit www.bermudatourism.com or speak to your local travel specialist.

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